

HEAR & NOW



Welcome to the Winter Edition

Welcome to the winter edition of our popular Hear & Now newsletter. This issue invites you to discover the secrets of Living Longer Healthier with Dan Buettner, inspires you with the wonderful story of Penny Rudge and encourages you to join us for our Healthy Christmas Cheer Day on 15th December 2010 for a glass of healthy red wine and much more! We wish you a magnificent festive season and an enjoyable break!

Adam Shulberg,
MD, Cubex Ltd

A handwritten signature in cursive script that reads 'Adam Shulberg'.

Improve your hearing & live healthier, longer



A long healthy life begins with good habits. If you adopt the right lifestyle, experts say, chances are you may live up to a decade longer. So what's the formula? In recent years scientists have searched the globe to find the secret to long life.

There are several regions where people live significantly longer - Sardinia, Italy, The Islands of Okinawa, Japan, and Loma Linda, California - called 'The Blue Zones'. Residents of these three places produce a high rate of centenarians, suffer a fraction of the diseases that commonly kill people in other parts of the developed world, and enjoy more healthy years of life.

In the book **'The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest'**, Dan Buettner shares insights gained from his travels across the globe and reveals the best strategies for longevity. Maintaining social connections is vitally important and appears to be one of the keys.

Hearing loss presents a major impediment with a significant reduction in the ability to communicate. Studies show that as people lose their hearing, they are more prone to depression; they withdraw from social gatherings and communicate less with family and friends.

"It becomes harder to stay connected with family and friends" said Buettner. "If you're starting to lose your hearing, something you can do pro-actively right now is to get the technology you need so you can hear well. It stacks the deck in your favor for more connectivity."

Cubex shares and promotes a holistic approach to 'Living Longer Better' and invites you to come along for our **Healthy Christmas Cheer Day on the 15th December**, enjoy a glass of red Sardinian wine or a watermelon cocktail and other longevity boosters. You can have your hearing aids checked and cleaned, participate in our prize draw to win a **FREE Christmas hamper** and receive a small gift. We will also give away **10 FREE COPIES OF THE 'BLUE ZONES' BOOK!** We are looking forward to seeing you and helping you to live healthier for longer! Alternatively, call us to book a consultation with one of our trusted experts to learn more about how we can help you stay socially connected.



Understanding speech

At Cubex, we believe that communication is what most people are concerned with and speech, listening and understanding is fundamental to this. This summer we contacted all our clients offering them the opportunity to undergo comprehensive speech tests. These tests ensured that our clients understand how well they're likely to communicate by evaluating their speech reception, recognition, and understanding.

There was a phenomenal response to this and nearly 100 people have so far been tested. This will now become standard practice at Cubex and we are looking at other diagnostic tests to include in our test battery. We feel it is essential that we have a **complete** insight into our client's communication performance before making any recommendations.

Your feedback to us

'Better understanding of the problems with my hearing and how modern technology can assist me to minimise those problems', Sir Saxon Tate

'What I did gain is a better understanding of the hearing process', Mr Frishman

'How easy it is to mishear the beginning of words and endings', Sue Byng-Hall

Our advice

Adam Shulberg, hearing aid specialist and MD of Cubex, says:

'If you suffer from hearing loss, make sure you visit hearing centres that have the knowledge and expertise to offer you complete hearing care – in depth diagnosis and recommendations based on your lifestyle, communication needs and preferences; hearing rehabilitation and ideally, a financial package that includes all of this.'

To find out more about what should 'Your Journey' include, please visit www.cubex.co.uk/yourjourney

Hearing aid dispensers are failing their customers

A joint investigation between Which? and the RNID has revealed serious problems with some hearing aid dispensers.

Posing as customers, researchers with a hearing loss visited high street stores, including Boots/David Ormerod, Amplifon, Specsavers, Hidden Hearing and The Hearing Company, across England, Scotland and Wales. Four in ten of the visits were rated poor by an expert panel. Only two in ten were rated good.

Poor results

Some dispensers failed to ask basic medical questions or properly carry out hearing tests and missed potentially serious problems including total deafness in one ear of a researcher.

The report concluded that four in ten visits were rated poor, two in ten were good but no company was good enough to recommend overall. A potentially serious medical condition went undiagnosed.

Agil – The world's most natural energy provider

Oticon Agil is a new intelligent system that is helping our clients stay socially connected!'. We are extremely encouraged by the feedback we get from clients who are currently using Agil. They tell us that Agil makes it easier and less demanding to cope in all listening situations with reduced effort and an increased sense of their surroundings. Speech is easier to follow, even in noisy situations where many sounds compete for attention at the same time. Penny Rudge, Cubex client since 2000, explains how Oticon Agil made the difference in her busy life. Read more in 'Living with hearing loss...' page 3.

To read other success stories we have received from Agil clients, please visit www.cubex.co.uk/promotions

Experience the difference with Agil

Call us today for your free personal consultation with a trusted expert on 0207 935 5511. Book before Christmas and you will have the opportunity to trial Agil for 7 days **FREE OF CHARGE**. You will also receive an Amplicom Power Tel M6000 mobile phone for free when you proceed with your new Agil communication systems. Read more about Amplicom phones on page 4.



Living with hearing loss...

40 years old writer, Penny Rudge enjoys a busy life-style with Agil – launching her first book, taking care of two young children and studying for PhD.



Hearing voices is important to everyone, and I'm no exception. As a novelist, I find the key to getting inside my characters' heads is to 'hear' their voice in my imagination. And as a busy mother of two small (and vociferous!) children, dealing with the cacophony of noise roaring

around me all day is crucial. In both cases, it's vital to separate out the sounds that matter from those that don't.

Hearing aids have improved beyond recognition since I began wearing them as a child in the 1970s - especially with new digital technology. But when I was fitted with my latest pair this spring - Oticon Agil - I found they were a leap ahead of any I've worn before.

One thing that's always been a problem for me is recognising where a sound is coming from. Now with these aids, I find I automatically turn in the right direction when I hear a sudden noise - whether it's a toddler rustling in a forbidden drawer, a car nosing out of a driveway, or just someone calling my name.

Apparently this is because the Spatial Sound feature allows aids to communicate with each other at high speed to signal the location of the sound to the brain. Amazing, and the best bit is that I don't even need to understand how it works to benefit.

Another issue I've always had with hearing aids is background noise. On the day I was fitted with my Agils, I had the launch party for my first novel '**Foolish Lessons in Life & Love**'. With lots of people and wine flowing, it was a noisy evening. I was delighted to find that every conversation was easy to hear - I could pick out the voice I wanted from the general clamour without having to concentrate.



As a result, I wasn't exhausted by the end - a real benefit when I'm already sleep-deprived with a baby still waking up in the night.

There are some clever accessories that come with these aids as well. I have a small neckloop 'streamer' that I can wear to channel sound directly into my hearing aids from my mobile phone, home phone, radio and TV. Now I can answer my mobile without picking it up and have a conversation while I walk around the house with both hands free to do other things - and the sound quality is fantastic.

Last week I was able to take a call from a bookshop organising a signing while pushing a buggy through the windy playground. I've always found it tedious to have to pay too much attention to my hearing impairment. What I really want from aids is for them to get on with the job of giving me better hearing and leave me free to get on with everything else. The perfect aid doesn't yet exist (in my opinion it would have endless battery life and be waterproof...) but the Oticon Agils are by far the best I've had. I can even eavesdrop on strangers' conversations more easily - always useful for a writer!

Competition Corner

Penny Rudge has been coming to Cubex since 2000. Her debut novel '**Foolish Lessons in Life & Love**' is a warm and funny story about Taras Krohe, a young Londoner wedged between two women - his Russian girlfriend, Katya, who wants more commitment - and Mami, his overbearing Bukovinian mother who's determined to keep her little pourchi under her thumb. Taras is dragged along a journey of self-discovery which he's not equipped to handle - with joyously laugh-out-loud results.

The first 10 people to answer correctly the following question will get a FREE AUTOGRAPHED COPY of **Foolish Lessons in Life & Love**.

What hearing aids was Penny wearing at the Foolish Lessons in Life & Love launch party?

For your chance to win send us your answer to maddy@cubex.co.uk or 25 New Cavendish Street, W1G 8LP before 21st of January. Good luck!



Coming Soon! Tinnitus Management Services

We are delighted to announce that, in the near future, we will be able to offer our patients a Tinnitus Management Programme using a range of management options tailored to each patient's personal needs.

Our aim is to equip patients with the knowledge, information, technology and skills to manage the impact of tinnitus on their overall quality of life. This may include the use of Sound therapy, Counselling based on Tinnitus Retraining Therapy and Cognitive Behavioural Therapy principles, and Relaxation techniques. What's more this would usually be covered by all the major health insurers.



Introducing the Amplicom range of hearing aid compatible home and mobile phones

The Amplicom range is specifically designed for people who have hearing difficulties or are partially sighted.

All Telephones can be adjusted to meet your specific needs, have large displays, excellent sound quality and are fully hearing aid compatible.

For more information or to buy them online go to www.cubex.co.uk/e-shop or call us on 0207 935 5511.



Special Offer

SINGLE BOX (60 batteries)
NOW £25!



Single box (60 batteries)	Now £25
Usual price	£35
Postage and Packing (Please specify size)	£2.50

Special offer is valid 1st – 23rd December 2010

*Cubex would like to thank Rayovac for kindly supporting BRINOS, our charity in Nepal.



Christmas Opening Hours



Cubex will be closing on 23rd December 2010 at 5pm.

We will re-open on the 4th January 2011 at 9am.

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